



Informatica®

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AL-Jeel

Al-Jeel medical company Accelerates the Sales Cycle and Improves Decision Making with real-time integration

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Ibrahim Al Dabbas

Application Consultant, Al-Jeel medical company



Goals

Streamline the sales cycle and serve customers better by moving to a sophisticated, modern CRM platform in the cloud

Connect the cloud-based CRM application with on-prem ERP and other systems to keep data consistent

Improve executive decision making and compliance with a single source of truth for reporting

Solution

Implemented Salesforce Sales Cloud, enabling sellers to be more responsive to customers' needs with mobile features

Established real-time integration between cloud and on-prem systems to ensure data consistency and accuracy

Enabled data analytics and reporting for decision makers by scheduling nightly batch updates into Microsoft Power BI

Results

Boosts sales productivity, generating price quotes faster and improving cash flow

Keeps data updated across systems, providing customer information sellers and executives can trust

Improves decision making with accurate, real-time visibility into business performance



About Al-Jeel medical company

Founded in 1958, Al-Jeel medical company sells high-quality office automation solutions to help businesses operate more efficiently. The company serves thousands of organizations across Saudi Arabia, providing office furniture, document imaging and printing solutions, AV and telecom equipment, storage solution and medical devices.

Informatica Success Story: Al-Jeel medical company

Al-Jeel medical company provides an essential service to businesses, selling office automation solutions that few organizations can do without—from furniture and printers to converged network infrastructures and material storage, and even medical devices. Over the decades, the company has become one of Saudi Arabia's leading providers by exceeding customer expectations through highly attentive sales and service.

Ahmed Jaser has worked at Al-Jeel for more than 20 years, helping the company grow and evolve. As System Application and Development Manager, he is responsible for implementing technology to meet constantly shifting business requirements. Recently, he has been focused on modernizing applications, especially in sales—where inefficient processes were taking their toll on customer service and slowing the quote-to-cash cycle.

For example, without mobile access to core systems, sellers had to return to the office to put together a quote after meeting with a customer. However, order fulfillment couldn't start until a quote had been sent and accepted. In addition, the company needs to maintain full traceability for the medical devices it sells and be ready to provide customer information to suppliers or the Ministry of Health.

"As Al-Jeel grows, our sales and service teams need more sophisticated CRM capabilities, so they can take customer orders faster and be more responsive to their needs," says Jaser. "We knew that if we wanted to make the most of our CRM, we needed to be in the cloud."

Company executives decided to adopt Salesforce Sales Cloud, and Jaser was responsible for carrying out the implementation. But the project wouldn't be simple. Jaser needed to integrate the new cloud-based CRM system with Al-Jeel's existing ecosystem of on-premises applications, including the Oracle JD Edwards ERP platform and field maintenance systems. The systems needed to share customer data in real-time, staying consistent with each other while providing a single source of truth for reporting.

Not only would the integrated data help drive operations, it would also help company executives steer the business with valuable insights into performance. In addition, it would create full traceability for the medical devices Al-Jeel sells—a key regulatory requirement from the Ministry of Health.

"We had to keep the data consistent and make it easy to access for executive decision making," says Jaser. "To be successful, we needed flexible, powerful enterprise data integration capabilities."



"Al-Jeel is constantly working to grow market share and profitability, and we can't achieve that goal if we keep doing what we did last year or the year before. With Informatica and Salesforce, we have the data insights we need to focus on how we're going to grow and what we should do next."

Ibrahim Al Dabbas

Application Consultant

Al-Jeel medical company



Enabling a cloud-first strategy with real-time integration

After evaluating various data integration solutions, Jaser and his team decided to use [Informatica Intelligent Cloud Services](#) as an integration Platform as a Service (iPaaS), connecting Salesforce Sales Cloud with the JD Edwards environment, the maintenance application, and other systems. As a consultant for field service and sales and a Salesforce administrator, Ibrahim Al Dabbas was instrumental in finding the right solution and building the integrations.

"If you want maximum flexibility for application modernization, you have to use a cloud integration solution," says Al Dabbas, Application Consultant and Salesforce Administrator at Al-Jeel. "Informatica Intelligent Cloud Services met our requirements for both batch and real-time integration."

[Informatica Cloud Application Integration](#) now transfers data between cloud and on-premises systems in real time, while [Informatica Cloud Data Integration](#) sends nightly batch updates to a Microsoft Power BI server to refresh executive spreadsheets with new information each morning.

"Informatica Intelligent Cloud Services helps us move as much as 5TB of data back and forth between systems," says Al Dabbas. "That makes it possible to keep information consistent across Salesforce, JD Edwards, and Power BI."

Increasing sales and revenue while reducing IT costs

Adopting Salesforce has transformed the sales organization at Al-Jeel, enabling salespeople to access CRM features on their mobile devices. That means they can check customer information and generate price quotes while visiting customer sites, accelerating order fulfillment for customers, and shortening the sales cycle.

"With Informatica, salespeople have customer data at their fingertips, making them more responsive to customers. They can generate quotes faster, which results in better cash flow and a healthier bottom line," says Jaser. "Using cloud solutions also helps us reduce and manage our IT costs. We get a predictable monthly bill instead of making large, annual infrastructure purchases."

Sales productivity remained high even during the COVID-19 pandemic when salespeople had to work from home. With the ability to access customer information from their smartphones and laptops, they were able to continue taking orders and meeting customers' needs, capturing revenue that might otherwise have been lost.



Inside The Solution:

- Informatica Intelligent Cloud Services
- Informatica Cloud Data Integration
- Informatica Cloud Application Integration
- Salesforce Sales Cloud

In addition, customer order details are now easily available in Salesforce, making it possible for the company to track medical devices by customer and lot number so it can respond smoothly to supplier recalls or government inquiries.

"Our teams were able to keep working safely and securely from their homes, continuing to serve customers effectively, as well as address inquiries," says Jaser. "We never could have imagined this level of flexibility and speed before moving to the cloud."

Elevating business performance for continued growth

With up-to-date Power BI dashboards instead of spreadsheets, executives and managers can consume information faster, identify correlations easier, and make better decisions to guide and grow the company.

"Al-Jeel is constantly working to grow market share and profitability, and we can't achieve that goal if we keep doing what we did last year or the year before—we have to keep updating our strategy," says Al Dabbas. "With Informatica and Salesforce, we have the data insights we need to focus on how we're going to grow and what we should do next."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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